

THE AMERICAN WEEKLY

Greatest Circulation in the World

"The Nation's Reading Habit"

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Sunday, Jan. 10, 1937

Strange Creatures of the Sea



FISHING POLE FISH AND LUMINOUS DEEP-SEA DRAGONS—Small Fishes Lured by the Light of the Larger Fish, Are Followed and Set Upon by Deep-Sea Dragons.



A BIOLUMINESCENT SEA FAN ATTRACTING WATER. LIKE A SCANDINAVIAN BARNACLE, THIS LUMINOUS ANIMAL ORGANISM GROWS ON THE SEA FLOOR, WHERE IT AWAITS TO DEVOUR THE SWARM OF SMALLER CREATURES LURED INTO ITS SHIMMERING BRANCHES.

Fishes That Carry Their Own Lights

By WILLIAM CROWDER,
Naturalist and Marine Artist.

MUCH as naturalists have learned regarding marine life, it is clear that our present knowledge is but a fragment of what yet remains to be revealed. Particularly is this so with regard to those forms of life that live in the cold, agonous depths of the sea. From these regions, where the temperature always remains just above the freezing point, the salt water, where enormous pressures prevail, and where there is no light except that produced by the phosphorescent creatures that live there, many strange animals have been brought to the surface by deep-sea divers and sets and revealed to a wondering world. But of their lives and habits very little beyond what they eat is known with certainty. No method has been devised whereby we can descend to their depths to satisfactorily study them or follow them about in their habitats. How can their ways be observed in the laboratory, beside, with few exceptions, deep-sea creatures do not remain long alive after being hauled to the top.

But as the problem and business of obtaining food is among deep-sea animals very likely much the same as obtains among the better known creatures of the world, including man—that is to say, a person which occupies the higher portion of the individual's life—it may be concluded that the information of science is by no means a total blank. The investigator has several means of determining the food habits of fishes and other forms of life in the sea. Chief among these is the examination of the stomach contents, then that of the specialized parts of the body, such as the teeth and similar masticatory structures, and of organs identified as "feces."

Lures are so called because there are supposed to be just that—organs or other structures of the body which are used to attract prey within range of the mouth's grasp. Lures among marine animals are various in form. One fish has the most curious and only is borne but also in system, the lure seems to be the knowledge of the extreme material, is that of the deep-sea fish *Laemognathus*. This rare creature carries

on the top of its head a pole-like extension about as long as its body, at the end of which is a luminous arrangement of three small toothed-shaped hooks. The pole has considerable flexibility and can be thrown in any direction. Whether this amazing device actually hooks the smaller fishes upon which the fishing-pole fish largely feeds is not known. It may be possible, however, that these small fry nibble at the hooks, and while doing so become engulfed in the great maw of the other.

Some forms of life there are that have no specialized structures or extensions, for the purpose of attracting prey, yet are enabled to do so by emitting light from parts or from the whole area of the body. Deep-sea *Gorgonias* often have this property. One such, known as the deep-sea pine, or feather, from its likeness to those common objects, lives at great depths, growing upright out of the rocky floor, where it apparently catches innumerable small organisms which swim into its branches because of the lure of its light. This plant-like growth, looking not at all like the common conception of an animal organism, is in reality a colony of small animals or polyps arranged in rows along the tips of each branch.

That the luminous equipment of certain creatures may serve for seeking food, as well as for luring it, may not be an improbability. A large species of the squid occurs in the deep sea, which carries at each tip of two long tentacles a brilliant half-moon light. These can be extended far out and used to expose the surrounding darkness, and it is easily conceivable that any likely fish that always swims their searching because is lost. This squid, in addition to having enormous well-seeing eyes and a long, arrow-like, muscular body, is one of the fastest swimmers of the deep. Still, there is much mystery about the why and wherefore of luminous among sea creatures. For example, there are some animals graced with light organs that glow with something splendid, and yet it is known that these animals are totally blind.



DEEP-SEA SQUID BEARING BULL-EYE LIGHTS—The Eastern Fishes in the Picture Are Themselves Light-Bearing, But the Luring Lights of Their Larger and More Luminous Few Have Frosted Their Unlucky.

"Mutt and Jeff" Has Troubles of His Own



"Bud" Fisher, Whose Comic Strip Isn't as Profitable as It Used to Be, Complains That This Year He Is Expected to Pay \$20,800 Alimony, \$92,000 Income Tax and Support His Mother on About \$36,000--But Anything Is Possible for Comic-Strip Characters

N years past there used to be quite a profitable comic strip called "Mutt and Jeff." It was the work of "Bud" Fisher, a cartoonist who lived in New York. The comic strip was so popular that it was syndicated in many newspapers. But now, Bud Fisher's life is not so easy. He is expected to pay \$20,800 in alimony, \$92,000 in income tax, and support his mother on about \$36,000 a year. But anything is possible for comic-strip characters.

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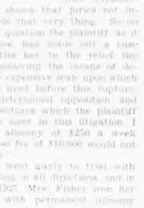
"Bud" Fisher and His Second Wife, the Countess de Beaumont, Looking Through the Life-Preserver Held by Captain Hartley, Commander of the "Levathan." They Were Married by the Captain on Board the Ship.



"Bud" Fisher's First Wife, Who Was Miss Pauline Welch, a Footlights Favorite.



Mrs. "Bud" Fisher No. 2 in Fancy Dress Costume.



Mrs. "Bud" Fisher No. 3 in Military Uniform.

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A black and white illustration of a woman from the waist up, facing slightly to the right. She has dark, wavy hair and is wearing a dress with a bold, repeating pattern of dark, curved shapes on a lighter background. The style is reminiscent of early 20th-century fashion illustrations.

The citizens of Port Isabel say that the city fathers of Miami "borrowed" the idea of tarpon styles when, some weeks later, a fair visitor to the Florida resort wore the tarpon scale dress shown in the photograph at the right of the page while the news cameras clicked.

Whoever made the outfit worn at the Miami function had an easier time of it than the Texas woman who fashioned the fish scale gown because this "copy" was patterned after a bathing suit and came only to the wearer's hips.

3,000-Mile Tour In Motorized Wheelchair

A few weeks ago Sigourney Lilli Prusichelli reluctantly took the advice of some of her friends and sent a photograph of herself to an eminent Italian artist commissioned to do a series of religious paintings. Today she is known to everyone in Rome, her home city, as the "Modern Madonna" because, in the opinion of the painter, "she has mother-love shining in her eyes."



As a matter of fact he surprised that so many women had the temerity to imagine themselves man-like in appearance.

"In all," said the pair, "I found not more than subjects worth considering 50 out of several thousand photographs ranging all way from out-of-focus snapshots to expensive studio studies and perhaps a dozen paintings in water color and oils."

In these half a hundred pictures were 30 that revealed the facial characteristics for which I was looking," said the artist. "Any one of these women would have served my purpose—but Signora Lilli Pombelli is in my opinion the perfect modern Madonna. She has femininity and warmth and sympathy, plus spirituality and eyes burning with deep

Signora Penchell will be busy posing for several months and has canceled all social engagements.

THE citizens of the British capital are used to the familiar blizzard of stage magicians. They have seen women, apparently moved in half, and solid individuals vanish from the inside of seemingly sturdy cabinets. And some of them who have traveled to India have marveled at the stamina of the swarthy fakirs who put their assistants in baskets and run the baskets through with swords, three ropes into the air where they remain suspended and make trees blossom a few seconds after the planting of a seed.

But never had they seen anything like a stunt that Prof. A. C. Guildford recently staged in one of the city's department stores to attract customers and potential customers. As the photograph below shows, the woman in the case appears to be desiccated and supplied with a complicated looking feeding apparatus through which the Professor fed her milk and afternoon tea in the amazement of all onlookers.

the performance she moves her hands and her feet and her head even permits people to touch her to convince them that the "headless" girl is no cleverly-fashioned robot.

The draperies behind the young women seemed innocent, even to the

most curious observers. They had to admit on folds of fabric covered the subject's face so that she appeared to be minus a head. So far as they could discover the Professor's helper was a natural person in every way—except that her body ended at the throat level.

Several times a day, just to prove that his friend could take nourishment, head or no head, the magician placed milk, tea or chocolate in a glass container and told the girl that it was time for her to eat something.

"Whale Oil"

SCIENTISTS in the United States Department of Agriculture's Bureau of Chemistry and Soils recently stumbled on the interesting fact that a shrub which grows in California, Arizona and the northern part of Mexico is a sort of vegetable "bait" possessing a substance very much like the oil which comes from a sperm whale. Careful chemical analysis shows much similarity between the two materials.

The American studied the couple and invited them to come inside to talk things over. He found the wife a fine type of lower class Chinese with a brain filled with sound sense. The husband didn't want to talk in front of all the

youngsters who quit their books to stare at the gongxi-an, but the schoolmaster, pretending to be as firm as the young wife, put on his most authoritative manner and warned the already frightened husband into answering some leading questions.

From a Plant

a distant relative of the familiar boxwood and is dioecious, that is, the male and female flowers grow on separate bushes. The Mexicans call the bush, which grows on the desert fringes of the Southwest, the *yojote* (pronounced hobohah), and they have known, for hundreds of years, that its leaves and buds are a favorite article of food with the sheep that browse in that part of the country.

Some weeks ago twenty-five pounds of the seeds from the mill were gathered. Some of these seeds were shipped to a commercial feed firm in St. Louis. From there they were sent to the Government Bureau of Chemistry, where, with special equipment, the oil was extracted from the seeds. It was found that more than half the weight of the seeds was composed of a light yellow oil, strangely like sperm oil. Even when heated to a temperature of 372 degrees, the oil stood up well and showed little change in character.

This is a Photograph of an Exhibit in a London Shop Window. No-body Seems to Be Able to Puzzle Out Where the Woman's Head Is Hidden. Her Arm and Legs Move Frequently to Prove that the Body Is That of a Living Person. The "Headless" Subject Ate Liquids Although She Appeared to Have No Mouth.

A Particularly Vicious Form of Duelling which Was Occasionally Adopted in Medieval Times. In Addition to the Sword Fencing, the Duellists Also Simultaneously Engaged in Dagger Throwing.

*Rich Hungarian
Heiress Whose
Honor He Had
to Defend
After He
Married
Her*



Photograph of Dr. Sarga and His Fencing Master the Night Before the First Duel, Which Took Place Early the Next Morning.

Then one day, as the parents were reluctant to consent, there was a cry of "Here she is!" The doors flew open and in came the missing girl escorted by the police, who had found her at his dramatic moment. The court committed her to a mental hospital, but herists said she was unusually intelligent and rational.

At that time the family threw up its

In Persia during the fourteenth century, a dog belonging to the murdered Chevalier Aubry de Mondollet fought a duel with the man suspected of killing his master. The animal fought so viciously that his adversary broke down and confessed.



Chesterfield Wins

—wins you with their
refreshing mildness . . . with their
pleasing flavor and aroma.

—never fails you in any
of the good things smoking can
give you. Just try them—

They Satisfy



Few Plots in Fiction as Ingenious and Unusual as
the One For Which the Former
St. Louis Leader of Fashion
Has Been Convicted and
Which Places Her at Last on
the Threshold
of the Penitentiary

[illegible]

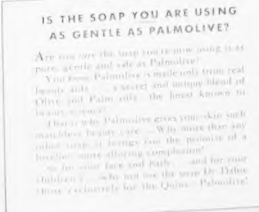
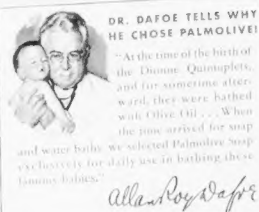
Rosy cheeks...satin smooth in spite of wintry winds

THE DIONNE QUINS USE ONLY PALMOLIVE

*The soap made with
soothing Olive Oil!*



A BEAUTY HINT FOR YOU FROM NURSE LEROUX WHO
HAS BEEN WITH THE DIONNE QUINS SINCE THEIR BIRTH!



TO KEEP YOUR OWN COMPLEXION ALWAYS LOVELY, USE THIS BEAUTY SOAP CHOSEN FOR THE QUINS

Tune In!
JESSICA
DRAGONETTE
every Wednesday
night over Columbia
nation-wide network.

Gloomy Art and Resigns His Historic Job to Raise Roses



THEOREM 6. Let Γ be a group and let H be a subgroup of Γ . Then H is a normal subgroup of Γ if and only if $H = \langle H^g | g \in \Gamma \rangle$.



The First Executioner Smote With His Hands on the
 Confusion of the Court at the Execution of Rhodes, and
 Which Fled The Court From a Print of the Time



Death Mask of Queen Marie Antoinette.
Taken Immediately After She Was Be-
headed and Showing Her Beautiful,
Immortal Face.



M. De la Haye, Monsieur de l'Amour.
 Who has lost his Reason as I have
 confound me I will never be able to
 understand.

[illegible][illegible]

ARIZONA BILL, one of the year's best for the first time, has achieved an American history milestone by winning Kansas City's Top Grammy Award. The award is the highest honor bestowed on an album by the city's music community.

CHAPTER VI
UNALIONABLE - KENNETH H. GARDNER

Photographs of the Cards Held by "Wild Bill" When He Was Shot in the Back of the Head and Slipped to the Floor Holding Them. These Are Now Known Throughout the West as "Doc Man's Hand." They Are the Ace of Diamonds, Ace of Clubs, Eight of Spades, Eight of Hearts, and Queen of Hearts. The Cards, at that Time, Did Not Have the Little Corner Emblems That Are Now Used. These Are Photographs of the Authentic Cards Now Owned by Mr. Richard Stephens, Living in Seattle, Who Happened to Be in the Saloon When "Wild Bill" Was Killed and Took the Cards Out of His Dead Hand.



Dodge City in 1878, a Wild Kansas Town
From Photograph Collection

Another Portrait of "Wild Bill" Made While He Was Marshal of Abilene, Kansas, in 1871.

Let us assume that $\mathbf{A} \in \mathbb{R}^{n \times n}$ is a symmetric positive definite matrix, $\mathbf{b} \in \mathbb{R}^n$ is a vector, and $\mathbf{x} \in \mathbb{R}^n$ is a vector. The linear system $\mathbf{A}\mathbf{x} = \mathbf{b}$ can be solved by the following steps:

Wiederholungsanforderung: 0,00 %
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20.

2. $\frac{1}{2} \leq \alpha \leq 1$. In this case, α is a positive integer, and the function $f(x)$ is a polynomial of degree α .

[illegible]

Figure 1. The effect of the number of trials on the number of correct responses.

$\mathcal{L}_1$ is the set of all $\mathcal{L}$ such that $\mathcal{L} \in \mathcal{L}_1$ and $\mathcal{L} \in \mathcal{L}_1$.

1. The first step is to identify the key components of the system. This includes understanding the hardware, software, and data involved.

1. *Journal of the American Medical Association*, 1997; 277: 1001-1005.

$\frac{d}{dt} \left(W^{\alpha} e^{-\beta t} \right) = -W^{\alpha} e^{-\beta t} \left[\beta + \sum_{j=1}^{n-1} \lambda_j \right]$

Table 1. *Continued*

Table 1. *Mean values of the variables measured in the 1000 m and 2000 m races*

[illegible]

1. *Chlorophyll a* and *Chlorophyll b* were determined by the method of Lichtenthaler and Sponholz (1980). The total chlorophyll content was determined by the method of Arar and Cook (1980). The carotenoid content was determined by the method of Lichtenthaler and Sponholz (1980). The total carotenoid content was determined by the method of Lichtenthaler and Sponholz (1980). The total carotenoid content was determined by the method of Lichtenthaler and Sponholz (1980).

or attempts to show the following:

FROM ONE 5¢ PACKAGE COMES

Kre-mel
Chocolate Flavor
Dessert



4 GENEROUS SERVINGS

And besides its economy—it is
RICH IN DEXTROSE

It's the most economical dessert you can buy. One 5¢ package of Kre-mel makes four generous servings. You can serve it to a crowd or just yourself. Kre-mel is so easy to make, you can have it in minutes. Just add a little milk and stir. Kre-mel is the only dessert that's so economical and so delicious.

It's a great good food. Serve Kre-mel often. You'll save time, you'll save money, and you'll have a special treat every time you serve a delicious dessert.



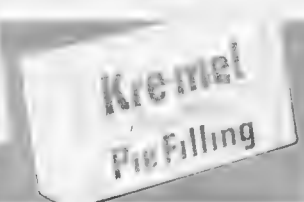
**You Should
Know THIS
About Dextrose**

Dextrose is a pure, white sugar—sweet and cooling. It's the main sugar of the body—the "fuel" which

operates life's engine. With every heartbeat, with every breath, with every motion, your body uses Dextrose.

Furthermore, Dextrose is promptly absorbed by the body without need of digestive effort. It is the very essence of food-energy—in fact, doctors call Dextrose "muscle" or "body" sugar. It provides material for energy, relieves fatigue, and sustains activity. Everyone needs Dextrose.

Remember... Kre-mel is rich in Dextrose.



$\frac{1}{2} \pi$

W



From an Antiquarian Hall the
collected Was Engraved See
to the Court on His Death
The Prince of Wales He

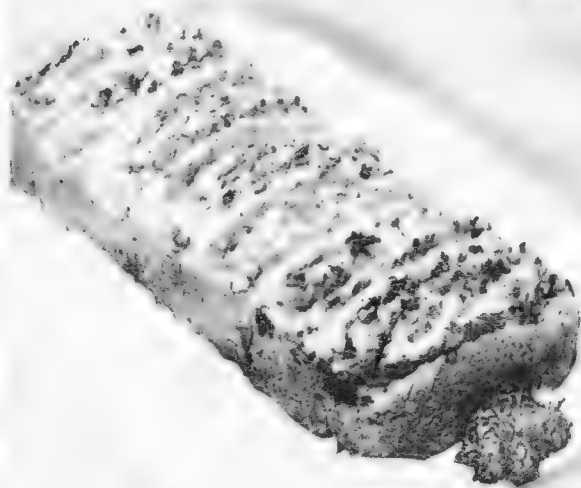
Science Probes the Secret of Nature's Fruitfulness

... and discovers a way to make
a better flour!

How nature's mysterious method of nourishing a baby wheat plant plays a part in improving the baking qualities of PILLSBURY'S BEST FLOUR ... and in making your baked foods easy to digest.

"BALANCING" FLOUR
with "MATURED" WHEAT

RIGHT FOR ALL BAKING
...and ALWAYS THE SAME



Delight your family with **CORN AND SALMON LOAF**
The **RECIPE** is in Your Bag of **PILLSBURY'S BEST FLOUR!**

This is just one of an assortment of unusual "balanced" recipes—developed and proved by Pillsbury's Cooking School and proved popular with you at food-packed parties. In your bag of Pillsbury's Best, the "balanced" flour.

Foods made with **PILLSBURY'S BEST FLOUR**
are easy to digest ... It's the "balanced" flour

Send for this **NEW BOOK** of DELIGHTFUL, ECONOMICAL PARTY SUGGESTIONS

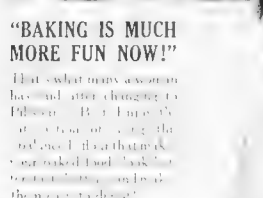
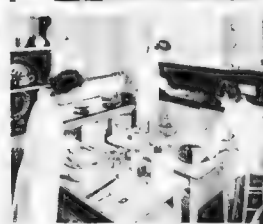


COMPOSITION OF A WHEAT KERNEL

| Part | Percentage |
|--------------|------------|
| 1. Bran | 14.0% |
| 2. Germ | 2.5% |
| 3. Endosperm | 83.5% |
| 4. Total | 100.0% |

HOW WHEAT IS SELECTED FOR PILLSBURY'S BEST

Pillsbury's Best flour is made from the best wheat available. It is selected by the Pillsbury's Best Flour Company, which has a long and distinguished record of selecting the best wheat for its flour.



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WHERE NEW "BALANCED" RECIPES ARE DEVELOPED

The Pillsbury's Best Flour Company has a long and distinguished record of developing new "balanced" recipes. These recipes are developed by the Pillsbury's Best Flour Company's Cooking School, which has a long and distinguished record of developing new "balanced" recipes.

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C

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M

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In Which Sara Mortgages Her
Future to Tom in a Strange
and Disturbing Bargain

CHAPTER V



CHAPTER XVI

T

Science Probes the Secret of Nature's Fruitfulness

...and discovers a way to make
a better flour!

How nature's mysterious method of nourishing a baby wheat plant
plays a part in improving the baking qualities of PILLSBURY'S
BEST FLOUR... and in making your baked foods easy to digest.

"BALANCING" FLOUR
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RIGHT FOR ALL BAKING
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Department and tested for popularity—that you'll find packed in every bag of Pillsbury's Best, the "balanced" flour.

Foods made with **PILLSBURY'S BEST FLOUR**
are easy to digest... It's the "balanced" flour



Send for this NEW BOOK of DELIGHTFUL, ECONOMICAL PARTY SUGGESTIONS



COMPOSITION OF A WHEAT KERNEL

A. The embryo, or germ, is the part of the kernel that grows into a new plant. It is the most important part of the kernel, and is the part that is most highly concentrated with protein. It is the part that is most highly concentrated with protein. It is the part that is most highly concentrated with protein.

B. The scutellum, or cotyledon, is the part of the kernel that stores food for the embryo. It is the part that is most highly concentrated with starch. It is the part that is most highly concentrated with starch.

C. The hull, or bran, is the part of the kernel that protects the embryo and scutellum. It is the part that is most highly concentrated with fiber. It is the part that is most highly concentrated with fiber.

HOW WHEAT IS SELECTED FOR PILLSBURY'S BEST

Pillsbury's Best flour is made from the best wheat available. It is the wheat that is most highly concentrated with protein. It is the wheat that is most highly concentrated with protein.

WHERE NEW "BALANCED" RECIPES ARE DEVELOPED

The new "balanced" recipes are developed by Pillsbury's Cooking Department. They are the recipes that are most highly concentrated with protein. They are the recipes that are most highly concentrated with protein.

"BAKING IS MUCH MORE FUN NOW!"

That's what many a woman has said after changing to Pillsbury's Best Flour. The secret of making the "balanced" recipes is in the flour. The secret of making the "balanced" recipes is in the flour.



C

 $\mathcal{H}$

M

G



For this, we have taken from Perceval Deane's *Journal of the Hudson's Bay Company's Voyage to the North West Coast of America* (London, 1805), pp. 100-101.

CHAPTER XVIII.
Crusades and Migrations.

S

CHAPTER XVII

P



SOFT SKIN ALLURE
SOONER
THIS CREAMY WAY


$$\begin{aligned} \lambda_{i,j} &= \lambda_{i,j}(\mathbf{D}_{i,j}, \mathbf{D}_{i,j}^{\text{ref}}, \mathbf{U}_{i,j}, \mathbf{I}_{i,j}, \mathbf{c}_{i,j}) \\ &= \text{for } \lambda_{i,j} \in \text{Pos}, \mathbf{c}_{i,j} = \mathbf{I}_{i,j} - \mathbf{D}_{i,j} \end{aligned}$$

DAILY RADIO TREAT

HINDS

HONEY AND ALMOND CREAM

IS QUICKER-ACTING...
NOT WATERY!

What was that Hiss of Doom in Mrs. Barton's Room?



A Snake? A Flying Snake? Some Extraordinary
the Dark? More Swift and Sure than a Snake?
These, Deathless, the Snake's blood, the Snake's



EVEREADY[®]
BATTERIES
ARE FRESH
BATTERIES
The DRIE LINE
Guarantees Freshness



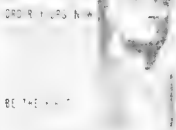
Why Not Reduce

The Girl Was Smart By Mary Frances Morgan



TAX ON
COLD
STOPPED UP NOSTRILS
NASAL IRRITATION

THIS MEMOIR HORN
OF ROOSEVELT
BEHOLD IN
YOUR HOME
OR OFFICE



AGENTS WANTED FOR
EXCLUSIVE TERRITORY
NEW CHEAP OIL BURNER
Saves Fuel and Heat

LOOKS LIKE A...

REAR VIEW



**GOODBYE
DANDRUFF!**

The Truth About
Soap Shampoos



Fitch's
Dandruff
Remover
Shampoo

By "Arizona Bill," Daredevil Pioneer of the Old Wild West

...I had often wondered what
...I had often wondered what

FROM A MEDICAL JOURNAL

...THIS: ABOUT COLDS

The researches
of these Do-
ctors... colds...
...of the body...
...of the body...

LUDE'S
MENTHOL COUGH DROPS 5
HELP BALANCE YOUR
ALKALINE RESERVE



**OH-H-H
THAT PAIN**

"Ben-Gay" will quiet flashing
pain in short order

RUB PAIN AWAY WITH
BAUME "BEN-GAY"

SKIN 'FLAKY?'
Chapped
Dry
Rough
Itchy
Burning

The End
Resinol
Get a Sample Treatment
for **BUNIONS**



**Bunions Reduced Quickly
Pain Stopped Immediately!**

Get It Today!

SAMPLE TREATMENT COUPON

Resinol Products Co., 1224 N. Wabash Ave., Chicago, Ill.

Name _____

Address _____

GET SAMPLE AT THESE DRUG STORES:

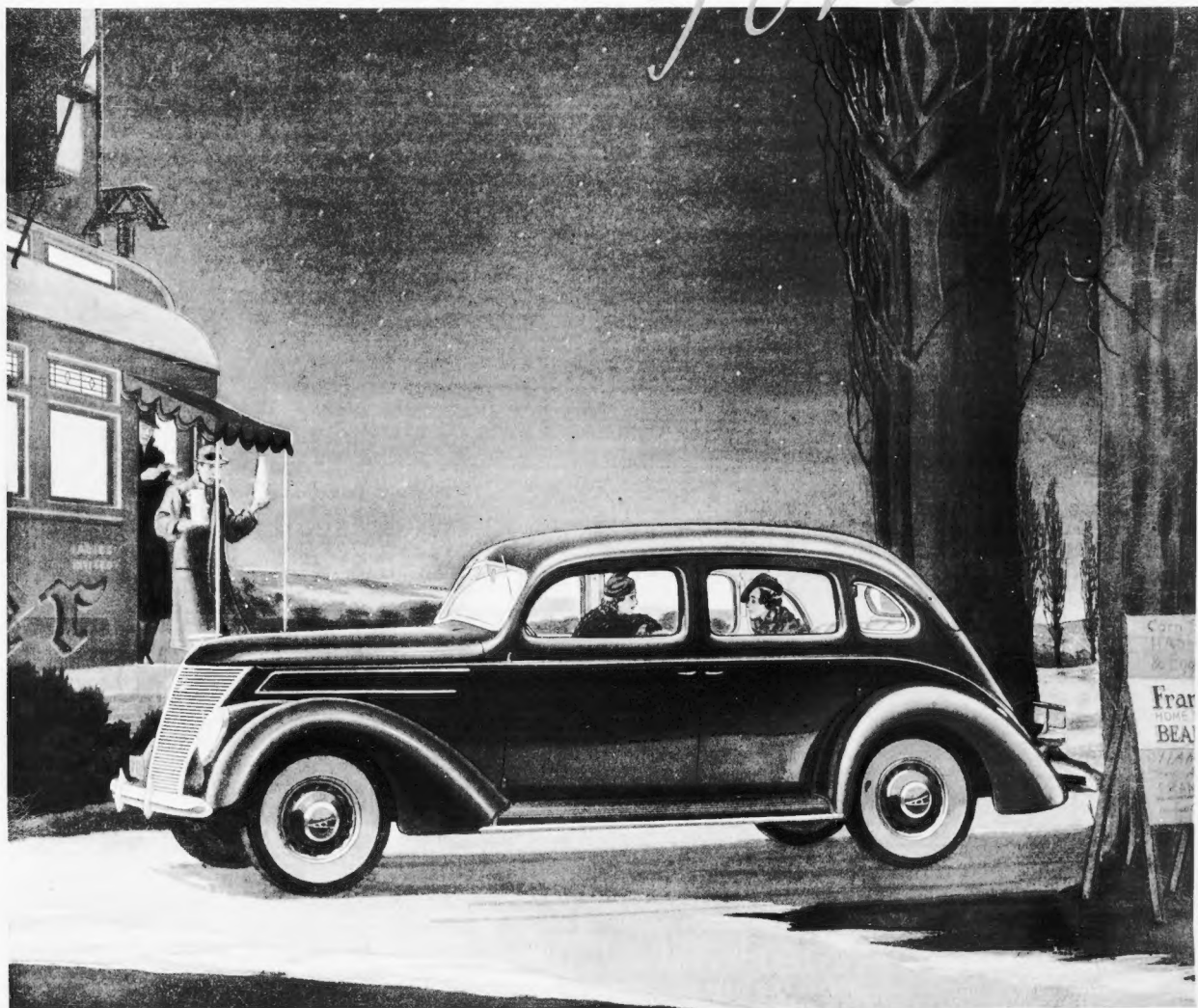
| | |
|-----------------|-----------------|
| All Drug Stores | All Drug Stores |
| All Drug Stores | All Drug Stores |
| All Drug Stores | All Drug Stores |
| All Drug Stores | All Drug Stores |
| All Drug Stores | All Drug Stores |

(Continued on Page 11)

**STYLED FOR THE FUTURE
—WITH A NEW LOW PRICE**

1937

Ford V-8



THE 1937 Ford V-8 is very modern—even advanced—in appearance, comfort, safety, and other important features. But it brings you old-time Ford economy and the lowest Ford price in years!

The new 60-horsepower V-8 engine makes this possible. First built for England and France, where fuel costs are high and economy is vital, the "60" engine has been thoroughly proven. Now optional in five standard body types, it delivers V-8 smoothness at speeds up to 70 miles an hour, and goes farther between gas pumps than any Ford you ever drove.

The 35-horsepower V-8 engine, brilliant older brother of the "60," has been improved for 1937 and gives unusually good gasoline mileage plus the smooth speed and split-second acceleration for which Ford cars are famous.

You may take your choice of these two V-type 8-cylinder engine sizes, 35 horsepower for maximum performance, 60 horsepower for maximum economy. Both are built into the same size big, roomy car. We invite you to see the quality car in the low-price field AT THE LOWEST PRICE IN YEARS.



FEATURES

APPEARANCE—Distinctive modern design. Headlamps streamlined into fender aprons. Modern lid-type hood. Larger luggage space. Interiors entirely new. Slanting V-type windshield opens in all closed cars.

BRAKES—The Easy-Action Safety Brakes in the new Ford give you "the safety of steel from pedal to wheel." Cable and conduit control type. Self-energizing. About one-third less brake pedal pressure is required to stop the car.

BODY—All steel. Top, sides, floor and frame welded into a single unit. Unit of great protective strength. Safety Glass in all windows and windshield at no extra charge.

COMFORT AND QUIET—A big, roomy car with extra space in the body where you want it—not taken up by the engine under the hood. Comfort of the Ford Center-Poise Ride is increased by smoother spring action with new pressure lubrication. New methods of mounting body and engine make this a quieter car.

\$25 a month, after small down-payment, buys any model 1937 Ford V-8 Car—from any Ford dealer—anywhere in the United States. Ask your Ford dealer about the easy payment plans of the Universal Credit Company.